

UNCOVERING MONTANA'S BRAND



A BRANDIS

- Essential attributes that distinguish a product, good or service from its competitors
- Direct/indirect consumer experience
- Consumer perception of people who use the product
- Strategic roadmap for advertising, marketing and promotion

A BRAND.....IS NOT!

- Advertising slogan or tagline
- Clever play on words that requires explanation
- Consensus statement that captures every possible attribute, instead of the strongest
- Something that changes from year to year



GOVERNOR SCHWEITZER ENCOURAGES BRANDING MONTANA....

- Governor Brian Schweitzer challenged the Tourism Advisory Council to develop a brand for Montana (April, 2006)
- Governor Schweitzer shares his thoughts that the “Treasure State” originally referenced treasures below the ground. Today Montana has treasures above the ground as well such as our mountains, streams and prairies.



BRANDING PROCESS

- The Tourism Advisory Council accepts the Governor's challenge and directs Travel Montana to implement a Branding Process
- Branding Advisory Committee established
- Travel Montana through their agency of record, Mercury Advertising, hires brand consultant and research firm

BRANDING PROCESS

- Michael Bento Marketing & Communications - Consulting Firm
- Out-of-state Focus Groups
- In-state Stakeholder Workshops
- Branding Advisory Committee Summit
 - Summary of consumer research & stakeholder workshops
 - Presentation of draft branding statements

BRANDING PROCESS

- Consumer Testing of Branding Statements
 - Online, out-of-state market test interviews
- Presentation of final Brand Statements to Advisory Committee
- Refining of final Brand Statements
- Public presentation of final Brand Statements
 - Governor's Conference on Tourism & Recreation, West Yellowstone, April 19, 2008
- Presentation of Brand to Governor Brian Schweitzer
 - Date pending

WHAT MONTANA OFFERS

ATTRIBUTES

STRENGTHS (in vacuum)

- Natural beauty (Glacier, Water, Mountains)
- Open spaces
- Wildlife - diverse/abundant
- Fewer people
- Rugged perception/wild flavoring/Old West
- People (friendly, easy going, laid back)
- National parks/monuments
- Recreation/outdoors
- Unique historic and natural aspects
- Art culture and cultural opportunities

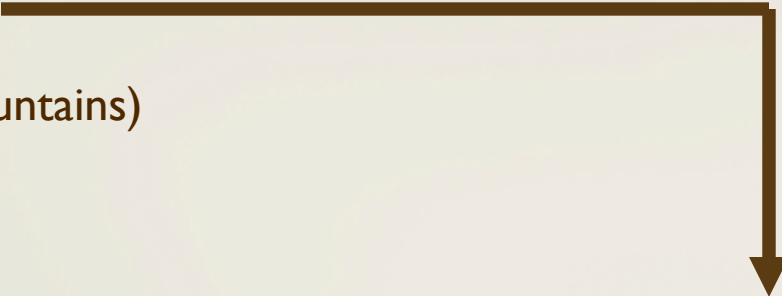
WEAKNESSES

- Remote
- Don't look like me
- Lack high touch customer service
- Unfamiliar
- Not different enough
- Perceived risk
- Inconveniences

RELEVANT TO TARGET AUDIENCE

COMPETITIVE ADVANTAGE

- Natural beauty (Glacier, Water, Mountains)
- Open spaces
- Wildlife - diverse/abundant
- Rugged perception/wild flavoring/Old West
- No sales tax
- Canadian gateway
- Fewer people

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- Natural beauty (Glacier, Water, Mountains)
 - Open spaces
 - Wildlife - diverse/abundant

FINAL BRAND PLATFORM

- More spectacular unspoiled nature than anywhere else in the lower 48 United States
- Vibrant and charming small towns that serve as gateways to the natural wonders
- Breathtaking experiences by day, relaxing hospitality at night

FINAL BRAND PLATFORM

- More spectacular unspoiled nature than anywhere else in the lower 48
 - Key Point of Differentiation
 - Builds on the core strength of the Montana tourism product
 - Leverages positive associations with Alaska
 - Captures “spirit of adventure” “great outdoor experience” and “unbeaten path”
 - Need to “*iconify*” 8 – 10 particular locations
 - Glacier NP, Yellowstone NP, Flathead Lake, Bob Marshall, Bitterroot, Continental Divide, etc
 - Crown of the Continent is a strong start

FINAL BRAND PLATFORM

- Vibrant and charming small towns that serve as gateways to the natural wonders
 - Mitigates “remote” with image of pockets of visitor services
 - Captures “comfort” and “charm” needs of audience
 - Shifts focus from communities as destinations to communities as gateways

FINAL BRAND PLATFORM

- Breathtaking Experiences By Day
 - Conveys exhilaration
 - Both physically and/or visually breathtaking, depending on the interests of the audience
 - Leverages “spectacular unspoiled nature” into a personal experience
 - “Experiences” not “adventures”
 - “Experiences” is softer, broader, more accessible than “adventures”

FINAL BRAND PLATFORM

- Relaxing hospitality at night
 - Low key
 - Conveys comfort, sense of warmth, welcome
 - Not lavish or lush
 - That's not credible with the audience
- Day/Night
 - Suggestive of a balance between exhilaration and comfort
 - Not meant to be restrictive

FINAL BRAND PLATFORM

- Using the Brand Platform
 - Example: Las Vegas
 - Unique adult entertainment escape (Brand)
↓ - What Happens Here, Stays Here (Creative)
 - Internal Road Map
 - Not consumer focused language
 - The focus is on first time visitors
 - Strongest appeal to convert non-visitor targets to visitors
 - Repeat visitors will explore depth and breadth of the Montana offering

FINAL BRAND PLATFORM

- Designed to work together
 - Statement One - Differentiator
 - Distinguishes Montana from competitor states
 - Statement Two - Mitigator
 - Mitigates “remote” without denying it
 - Statement Three – Brand Builder
 - Leverages strengths (nature) to drive up qualities audience desires (comfort, exhilaration)

FINAL BRAND PLATFORM

- Personalizing the story
 - Role for the people of Montana in the creative expression of the brand
 - Testing did not evaluate messengers, it evaluated message
 - Passionate Montanans can be strong messengers for the state, if they convey the brand platform

UNITED WE STAND

- Governor Schweitzer has taken an active role to unify all state, local, private and tribal marketing partners to strengthen Montana's image
- Strategic Plan identifies that Montana's tourism industry collectively spends \$60+ million annually to promote Montana
 - Major marketing weight IF unified around the brand platform
 - Major confusion in the marketplace if NOT unified around the brand platform

NEXT STEPS

- Brand Guidebook
 - Fall 2008
- New Travel Montana Creative
 - December 2008
- Follow Up Tools and Templates
 - Spring 2009
- Statewide roadshow and training
 - Spring 2009



FULL BRANDING PRESENTATION CAN BE VIEWED AT:

www.travelmontana.org/branding